

Course fact sheet

004 - A fresh look at profitability – preparing for the upturn and improving profitability in a difficult market.

Date	26 th May 2009 9.30 am to 4.30 pm
Cost	£130 per day including refreshments and lunch
Location	Regents College, Regents Park, Central London For directions and transport links please visit our website
Tutors	Andrew Fisher Tomlin

Course content

Over the past 20 years the number of garden designers has greatly increased. Despite this, few garden designers or design/build firms claim that their primary source of revenue is from design.

Andrew Fisher Tomlin will show you new ways to meet the challenges of maximizing the pleasure and profit in your career. They will share their insights from their current thriving design practices. The goal is to show you new ideas that will add to your bottom line every year, keeping your personal priorities in place.

This interactive seminar will give you:

- Strategies to better assess clients,
- Build confidence in your sales skills,
- Empower you with strategies to price design as your primary revenue center or as part of the design-build process,
- Show you best practices for managing the build process for fun and profit,
- Plan your business strategy to take advantage of the economic upturn when it comes.

We aim to give you at least one new way to improve your business plan, to inspire you to execute your ideas, and to generate revenue with these ideas that will boost your profits.

This is the first time that this workshop has been available in the UK, It was first offered in the USA where it has been highly successful in helping designers achieve their business goals, It achieved feedback ratings of 95% at the Association of Professional Landscape Designers 2008 Conference.

About the tutor

Andrew Fisher Tomlin is one of the UK's leading garden designers. His company creates gardens across Europe and the Caribbean from offices in the UK and West Indies. He is a director of The London College of Garden Design and lectures both widely and internationally. This course has been developed with Rosalind Reed who has a thriving design practice in the USA, creating gardens from offices in Chicago and Colorado. With Andrew Fisher Tomlin she has created a unique range of highly successful teaching modules aimed at helping design professionals improve their business skills.

Enrolment

To enrol on this course or to be placed on our mailing list for more information about our courses as they become available please email info@lcgd.org.uk or call 01932 567841

www.lcgd.org.uk